



اَوْنِبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
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SELF- EXECUTING RICE COOKER

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1.0 EXECUTIVE SUMMARY

The ZAZA Sdn. Bhd. company created an innovation towards our common rice cooker by producing self-executing rice cooker (SERC) that will help to solve the problem of cooking rice. Besides, it is suitable for housewives to ease their chores and for restaurant that always full with customers. This product equipped with a variety of facilities such as 2x faster technology besides self-wash and self-measure level amount of water and temperature concept that allow this product to work on their own without getting any help from human. SERC also equipped with filters to filter the rice from any dirt during washing the rice. The cleaning process will be easier due to the non-stick pot that equipped together inside the product and suitable for those who concern with cleanliness. This product will be marketed to housewives, working peoples, single man or women and owner restaurant since it can help them to cook easily without facing any problems and the market size is about RM 2.78018 billion where the major target market is outside labour force with 7.35 million persons and employment with 14.93 million persons.

Based on all the competitors, other brands such as Butterfly that also has 4-speed level cooked but it is not multi-function as SERC where it also can be used as steam and boil so that it can save money from buying different kind of electronics to cook different methods. Other than that, product Tefal also one of the competitors that sold rice cooker but without any beneficial features such as short cooking time as can be found on SERC. Tefal is quite pricey and it took a longer time to cook and it will waste the customer's time. The price of SERC also affordable which is RM170.90 that complete with others features and multi-function compared to others brand that have a higher price with a less beneficial features. Market share for SERC in 3 years is predicted to be higher due to the acceptance of product by the customers that are also higher so that the sales forecast for the next 3 years will be increased by time to time. All the staffs and management teams are hired to play their roles and responsibilities to make the management more efficient where the general manager plays important roles to lead and carry the company towards a successful business.

2.0 PRODUCT DESCRIPTION

Self-executing Rice Cooker (SERC) is an electrical kitchen appliance that help people to cook rice easier with other multiple functions that invented with the cooperation of Afiqah Aimie binti Murba, Norshaira binti Zahari, Nur Hazirah binti Hassan and Khazatul Nurzihan binti Mohd Zapri in the aim to conserve human energy and time by embedded microprocessor of the latest technology in our rice cooker. Our rice cooker named as Self-executing Rice Cooker (SERC) because it is an automatic product that functioning by only pushing a button and wait for few minutes before the rice or dish are done and ready to serve with perfect fluffy texture or any desired texture that have been control from the beginning according to the parameter. Our company slogan is 'More easy, Less stressy' which we believe when people buy our product, their life will become much more easier thus lead to free from stress especially when it comes about food because it give us energy to accomplish any work. In this globalisation era, majority people will choose the best for their lifestyle, this in include something that could help them to save energy consuming and something that is more advanced in term of technology.

We will produce a rice cooker that automatically function as demanded from customer that wanted to save energy and time. In order to fulfil the needs, we come out with new product with additional of some functions and features. New features are including self-wash of rice because people tend to spend most time in washing the rice for at least 3 times or even until the water become clear. Problems such as rice are too soft or too hard meaning it is either overcooked or uncooked also can be avoided because the rice cooker itself will measure correct amount of water based on the rice volume. In addition, manual will be given to customer for them to set or refer if they wanted to cook different type of rice or dish. However, the temperature and amount of water are adjustable. People with SERC a free to cook rice based on desired texture.

Our product can be classified as using new technology as none in this world trying to invent automatic rice cooker that able to wash and measure the amount of water by itself. The technology uses same concept as washing machine by using microprocessor but this time around, it is to wash and cook rice and in much smaller size. Not only that, Self- Executing Rice Cooker also have others special features such as 2x faster, easy cleaning, uniform cooking and etc making it worth it for buying and need for everyone to have at least one SERC at their home.

2.1 DETAILS OF PRODUCTS PRODUCED.

This rice cooker is made from the best company as it using advanced technology that is a microprocessor is embedded in the rice cooker so that it can works automatically and faster. Nowadays, along with the social structures and urbanization, people have difficulty in process of cooking rice. This is including:

1. Do not have much time to cook
2. In hurry
3. Failed in cooking rice
4. Rice uncooked or overcooked
5. Wasting of rice due to manual filtering
6. Concerned with cleanliness
7. Had hard times in washing the pot

All these problems are the major problem faced by customers during cooking rice. However, it is solved with SERC by included new features in the product so that it can works at it best and really aid people in saving energy consuming and also time. New features are including:

1. *Self-wash*

This is one of the main functions in Self- executing Rice cooker. The system able to wash rice by itself. The provided hose must connect to the water source for inflow and outflow of water. The only thing we need to do is put the rice into rice pot and click the button 'wash'. This product later will wash and rinse the rice for 3 times. Any dirt that are floating such as rice lice also been removed as this product was equipped with mini filter that capable to filter dirt from the rice.

2. *Self-measure of water*

In order to prevent any uncooked or overcooked rice, this product could solve the problem by measuring its own amount of water. However, customer need to set the amount at the first place. The amount of water can be set according to the manual that will be provided along with the purchase of this product or it is set based on users request. Meaning that, the rice will always have the same fluffy texture unless we change the amount.